



# ATF TYPOGRAPHIC ACCESSORIES

SPECIMEN CATALOG AND PRICE LIST



ORNAMENTS  
AUXILIARY FONTS  
HANDYPACKS  
INITIALS  
MONOGRAMS  
ETC.





## Ornaments and Typographic Accessories...



For best service, send your orders  
for type and accessories to the  
ATF type dealer in your area

JUNE 1961

do away with expensive art work, eliminate the necessity of having electro's made . . . and what's more, most designs shown were created by some of the world's finest graphic artists. By using ATF cuts, their services are at your disposal . . . at extremely low cost!

**ATF Typographic Accessories** are precision cast of foundry metal and possess all the printing and wearing qualities of ATF type. They're easy to print from, too!

**All accessories shown** in this catalog are sold in convenient sized fonts or Handypack assortments at reasonable prices.

\*All prices listed are for complete fonts. Fonts contain the entire assortment illustrated and the small figure frequently shown under a cut indicates how many of that particular design are contained in the font.

**We regret that we are unable to sell single cuts, initials, ornaments or other designs illustrated.** However, any character or design in this catalog may be purchased as sorts, in a minimum quantity of one 6" line per character. Prices for sorts are shown in our Handy Type Index.



\*All prices are subject to change without notice

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## Troyer Zodions Complete fonts shown



36 pt. . . . \$4.15



48 pt. . . . \$4.90



## Typecast Antiques Figure under each unit shows how many of each a font contains



36 pt. . . . \$4.15



42 pt. . . . \$2.75



48 pt. . . . \$4.90

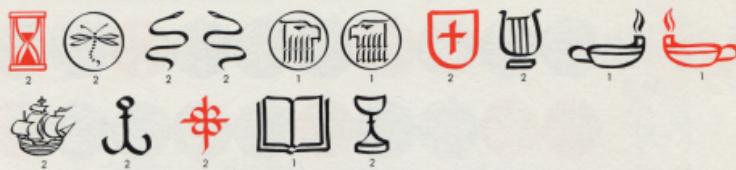


60 pt. . . . \$3.40

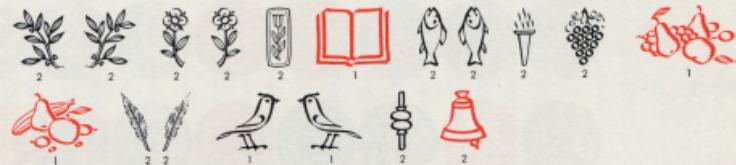


**Troyer Ornaments** Figure under each unit shows how many of each a font contains

36 pt. No. 3601  
\$4.15



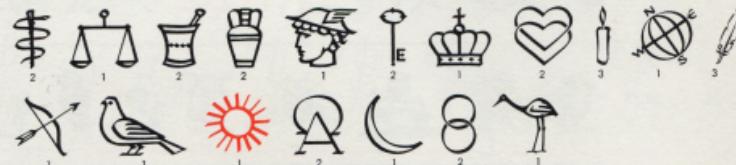
36 pt. No. 3602  
\$4.15



36 pt. No. 3603  
\$4.15



36 pt. No. 3604  
\$4.15



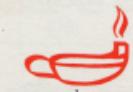
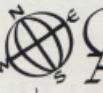
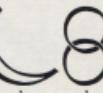
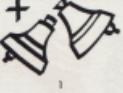
48 pt. No. 4801  
\$2.90



48 pt. No. 4802  
\$2.90



**Troyer Ornaments** (continued) Figure under each unit shows how many of each a font contains

48 pt. No. 4803 \$2.90	 1	 1	 1	 2	 1	 2	 2	 2	 2
48 pt. No. 4804 \$2.90	 1	 1	 1	 1	 2	 2	 2	 2	
48 pt. No. 4805 \$2.90	 1	 1	 1	 1	 2	 1	 2		
48 pt. No. 4806 \$2.90	 1	 1	 1	 1	 1	 1	 1	 1	
48 pt. No. 4807 \$2.90	 1	 1	 1	 1	 1	 1	 1	 2	 3
48 pt. No. 4808 \$2.90	 1	 1	 1	 1	 1	 1	 1	 1	 1



Mr. and Mrs. Thomas A. Crown  
are happy to announce the birth of

Mary Elizabeth

at 9 o'clock a.m. on February 10, 1955

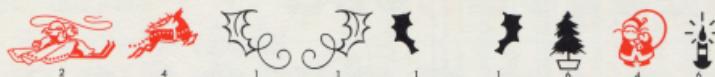


## Troyer Christmas Ornaments

2401	
24 pt. . . . \$4.45	
3606	
36 pt. . . . \$4.15	
3607	
36 pt. . . . \$4.15	
4810	
48 pt. . . . \$2.90	
4811	
48 pt. . . . \$2.90	
4812	
48 pt. . . . \$2.90	
4813	
48 pt. . . . \$2.90	

## **Christmas Ornaments** (See also Handypacks Nos. 60, 61, 63 and Troyer Ornaments)

Figure under each unit shows how many of each a font contains.



36 pt. A1 . . . \$2.75



48 pt. B1 \$1.95



60 pt. C1 . . . \$2.25



72 pt. D1 . . . \$2.45



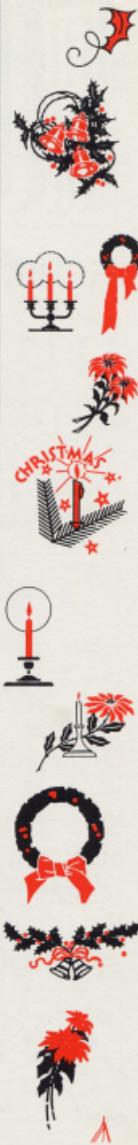
72 pt. E1 . . . \$2.45



— 1 —



84 pt. G1 . . . \$2.75



**Cameo Typecuts** Figure under each unit shows how many of each a font contains

24 pt. . . . \$2.20



36 pt. . . . \$2.75



48 pt. . . . \$1.95



60 pt. . . . \$2.25

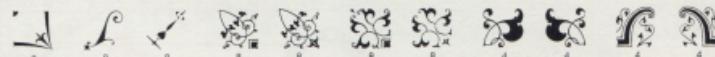


72 pt. . . . \$2.45



**Bradley Combination Ornaments** Figure under each unit shows how many of each a font contains

24 pt. . . . \$4.85



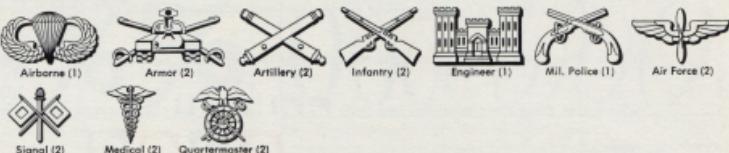
## Armed Forces Typecuts

Figure under each unit shows how many of each a font contains

24 pt. A . . . \$2.20



36 pt. B . . . \$2.75



36 pt. C . . . \$2.75



## F. D. I. C. Emblems

Figure under each unit shows how many of each a font contains

Assortment \$4.60



## Arrow Indicators

Figure under each unit shows how many of each a font contains

12 pt. . . . \$1.60



18 pt. . . . \$1.95

24 pt. . . . \$2.20

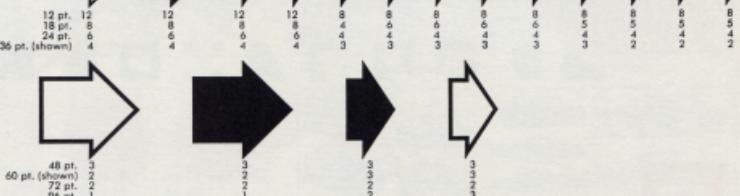
36 pt. . . . \$2.75

48 pt. . . . \$1.95

60 pt. . . . \$2.25

72 pt. . . . \$2.45

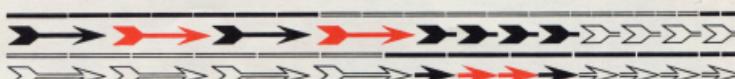
96 pt. . . . \$3.00



## Combination Arrows

Complete font shown

12 pt. . . . \$2.65



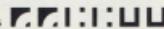
# ALPHA-BLOX

(Linear and reverse)

What are Alpha-Blox?

Alpha-Blox are types on whose printing surfaces appear a variety of straight sections, curves, L's and T's.

Set in building-block fashion, they form the letters of the alphabet, figures, borders, ornaments, etc. For instance

two each of these three precision cast units  can be made up quickly into the letter .

Substituting a few elements  affords a new range of designs.

The two styles made, linear  and reverse , are cut to register.

They may also be used this way  or in two colors .

12 PT. USED IN ABOVE EXAMPLE

#### CHARACTERS IN COMPLETE FONTS:

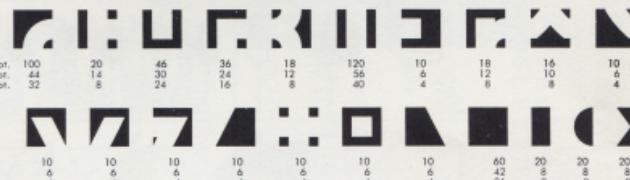
##### Linear

QUANTITY  
IN FONT



##### Reverse

QUANTITY  
IN FONT



Prices per font: LINEAR: 12 pt. . . . \$ 8.65 REVERSE: 12 pt. . . . \$10.70  
24 pt. . . . \$14.55 24 pt. . . . \$17.50  
36 pt. . . . \$19.40 36 pt. . . . \$24.25

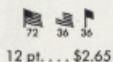
**R**UTHERFORD  
RIGGS

**STAR**

## United States Flag Typecuts

Figure under each unit shows how many of each a font contains

Attention is called to the fact that the laws of the United States and many individual states restrict or prohibit the use of the United States flag in advertising and business printing. All typecuts or type representations of the flag that are made, sold or offered for sale by American Type Founders are made and sold on the condition that they are not to be used in any manner that is prohibited by these laws.



12 pt. . . . \$2.65



18 pt. . . . \$2.60



24 pt. . . . \$3.00



36 pt. . . . \$3.75



72 pt. . . . \$2.45



48 pt. . . . \$1.95



120 pt. . . . \$3.60



60 pt. . . . \$2.25

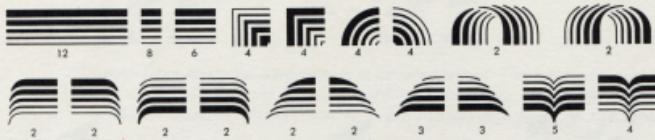


96 pt. . . . \$2.85

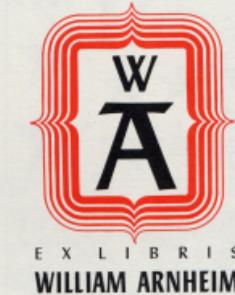


# Ombree Ornaments

Ombree Ornaments enable the creative printer to turn out a distinctive piece of printing without extra cost for art work and engravings.



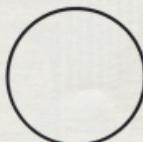
Complete font \$6.15 • Figure under each unit shows how many of each a font contains



## Mortised Typecast Circles

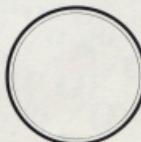
Figure at left and right of size shows how many of each a font contains

48 pt. . . .	\$ 4.40
60 pt. . . .	\$ 5.15
72 pt. . . .	\$ 5.45
84 pt. . . .	\$ 6.25
96 pt. . . .	\$ 6.75
108 pt. . . .	\$ 8.85
120 pt. . . .	\$10.25



4 . . . .	48 pt. . . .	5
3 . . . .	60 pt. . . .	4
3 . . . .	72 pt. . . .	3
2 . . . .	84 pt. . . .	3
2 . . . .	96 pt. . . .	2
2 . . . .	108 pt. . . .	2
1 . . . .	120 pt. . . .	2

84 pt. shown



All  
circles  
are mortised  
as shown  
here

## Spartan Heavy Calendar Figures

December						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2					
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

12 pt. Monthly Calendar

Each font contains dates-off-the-month logotypes from 1 to 31 and double-date logotypes 23/30 and 24/31. Days-of-the-week logotypes and spacing blanks are also provided.

12 pt. .... \$ 2.20  
18 pt. .... \$ 5.20  
24 pt. .... \$ 6.55  
36 pt. .... \$12.35  
48 pt. .... \$20.75

1 2 3 4 5 6 7 23/30 24/31  
14 15 16 17 18 19  
22 23 24 25  
26 27 28 29

## Cheltenham Perpetual Calendars

12 pt. No. 1202

1956 JULY 1956						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

6 pt. No. 601 \$1.45  
6 pt. No. 602 \$1.45  
8 pt. No. 801 \$1.55  
8 pt. No. 802 \$1.95  
10 pt. No. 1001 \$1.95  
10 pt. No. 1002 \$1.95  
12 pt. No. 1201 \$2.10  
12 pt. No. 1202 \$2.65  
18 pt. No. 1801 \$1.95  
18 pt. No. 1802 \$2.60

10 pt. No. 1002

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

18 pt. No. 1802

1955 JUNE 1955

SUN MON TUE WED THU FRI SAT

1955 JUNE 1955						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1958 SEPT 1958

SUN MON TUE WED THU FRI SAT

1958 SEPT 1958						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1958 OCT 1958

SUN MON TUE WED THU FRI SAT

1958 OCT 1958						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1958 NOV 1958

SUN MON TUE WED THU FRI SAT

1958 NOV 1958						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1958 DEC 1958

SUN MON TUE WED THU FRI SAT

1958 DEC 1958						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

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18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

12 pt. No. 1202

18 pt. No. 1801

18 pt. No. 1802

8 pt. No. 802

6 pt. No. 602

8 pt. No. 801

6 pt. No. 601

12 pt. No. 1201

10 pt. No. 1001

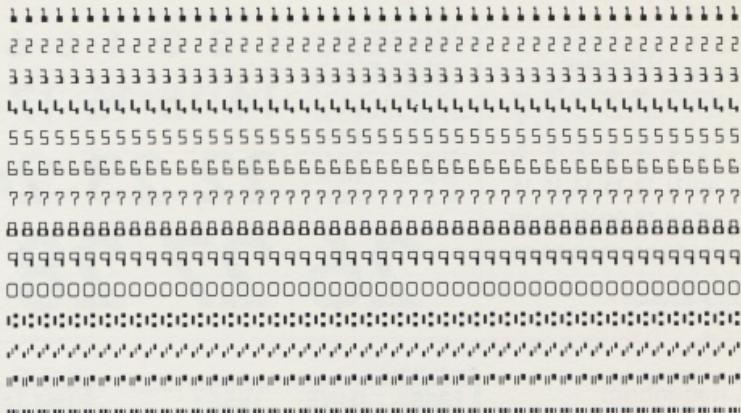
12 pt. No. 1202

18 pt. No. 1801

## E-13B Type Kit

Complete font  
... \$16.50

Separate sorts  
packages \$3.00

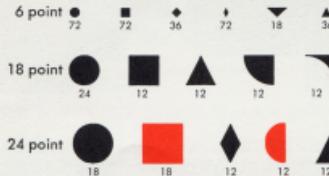


ATF E-13B foundry type is precision cast on a 10 pt. body, 9 pt. set and meets all official specifications. A standard font of ATF E-13B type is made up of 15 separate packages: one package of each of the 10 numeric figures; the 4 symbols and the special 9 pt. set spaces. There are 4 six-inch lines in a package. Priced for non-distribution. Individual packages are available. Specify .010 or .011 basis (Letterpress or Offset).

## Typecast Colorets

Figure under unit shows how many a font contains

6 pt. . . . \$2.30  
12 pt. . . . \$2.65  
18 pt. . . . \$2.60  
24 pt. . . . \$3.00  
36 pt. . . . \$2.75



12 point 36 18 18 9 30 12 24 12

36 point



## Adstyle Figures

Small figure shows how many a font contains

12 pt. . . . \$2.65	1	2	3	4	5	6	7	8	9	0
	8	7	7	7	7	7	7	7	7	8

18 pt. . . . \$3.25	1	2	3	4	5	6	7	8	9	0
	5	5	5	5	5	5	5	5	5	5

## Quillscript Flowers

Small figure shows how many a font contains

24 pt. No. 2401 . . . \$2.20	1	2	3	4	5	6	7	8	9	0
	18	18	18	18	18	18	18	18	18	18

24 pt. No. 2403 . . . \$2.20	1	2	3	4	5	6	7	8	9	0
	12	12	12	12	12	12	12	12	12	12

24 pt. No. 2402 . . . \$2.20	1	2	3	4	5	6	7	8	9	0
	12	12	12	12	12	12	12	12	12	12

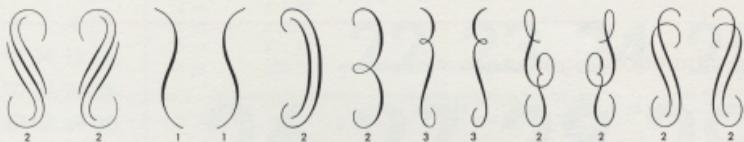
24 pt. No. 2404 . . . \$2.20	1	2	3	4	5	6	7	8	9	0
	9	9	9	9	9	9	9	9	9	9

## Penline Flourishes Small figure shows how many a font contains

36 pt. . . . \$2.75



72 pt. . . . \$2.45



## Bodonian Book Dashes Complete font shown

6 pt. . . . \$2.30



## Position Indicators Complete font shown

12 pt. . . . \$2.10



## Leaders

6 pt. 40-6" lines  
\$20.65

8 pt. 30-6" lines  
\$16.25

10 pt. 24-6" lines  
\$14.05

12 pt. 20-6" lines  
\$12.70

### Series 542 — Two Dots to the Em

..... 6 point

..... 8 point

..... 10 point

..... 12 point

### Series 545 — Hyphen Face

..... 6 point

..... 8 point

..... 10 point

..... 12 point

## Centerface Typecast Dots Complete 12 pt. font shown (Same size face on all body sizes)

12 pt. . . . \$2.65



10 pt. . . . \$2.45



8 pt. . . . \$2.45

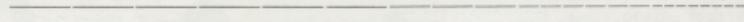


6 pt. . . . \$2.30



## Braces and Dashes Complete 12 pt. font shown

12 pt. . . . \$2.65



10 pt. . . . \$2.45



8 pt. . . . \$2.45



6 pt. . . . \$2.30

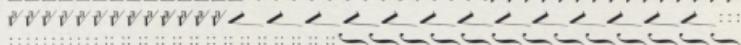


## Algebraic Signs Complete 10 pt. font shown

10 pt. . . . \$2.45

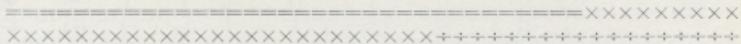


12 pt. . . . \$2.65

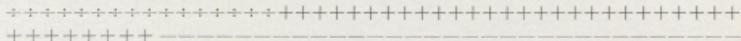


## Arithmetical Signs Complete 10 pt. font shown

10 pt. . . . \$2.45



12 pt. . . . \$2.65



## Astronomical Signs Complete fonts shown

12 pt. No. 1203

\$2.65



24 pt. . . . \$2.20

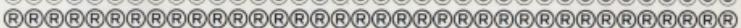


## Conventional Symbols Complete 12 pt. font shown

12 pt. . . . \$2.65



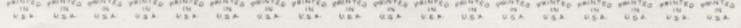
10 pt. . . . \$2.45



8 pt. . . . \$2.45

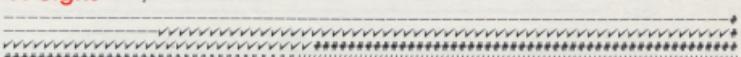


6 pt. . . . \$2.30



## Miscellaneous Signs Complete font shown

6 pt. . . . \$2.30



## Franklin Gothic Cent Marks

¢ 14 pt. . . . \$1.05

¢ 30 pt. . . . \$1.45

¢ 18 pt. . . . \$1.10

¢ 36 pt. . . . \$1.60

¢ 24 pt. . . . \$1.20

¢ 48 pt. . . . \$1.95

¢ 60 pt. . . . \$2.25

¢ 72 pt. . . . \$2.45

Century Oldstyle Fractions Complete 12 pt. font shown

## Piece Fractions Complete 12 pt. font shown

## Piece Accents

6 pt. . . . \$2.30      6 pt. body, 2 pt. set  
(2 pt. set)

12 pt. . . . \$2.65 12 pt. body, 4 pt. set  
(4 pt. set)

12 pt. bold \$2.65

## Reference Marks Complete 10 pt. font shown

10 pt. . . .	\$2.45
8 pt. . . .	\$2.45
6 pt. . . .	\$2.30

## Side Sorts Complete 10 pt. font shown

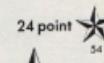
## Metal Braces Complete font shown

6 pt. . . . \$2.30

## Shaded Stars

Figure under star shows how many a font contains

12 pt. . . . \$2.65      30 pt. . . . \$2.45  
 18 pt. . . . \$2.60      36 pt. . . . \$2.75  
 24 pt. . . . \$3.00      48 pt. . . . \$1.95



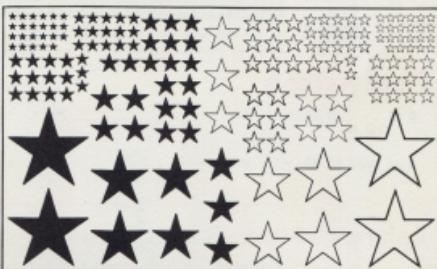
# ATF Handypacks

**\$4.15 EACH**

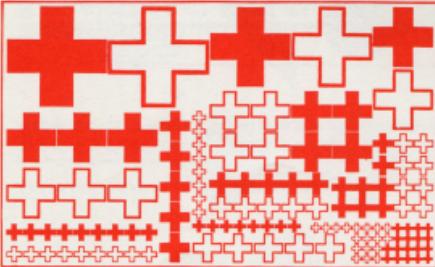
Choose from 46 useful assortments in covered boxes. These foundry cast type-cuts possess exceptional wearing qualities and sell at extremely low prices. No art work, no plates—they're as easy to use as a piece of ATF type.



1 Telephones



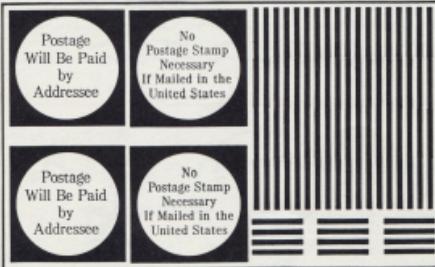
39 Stars



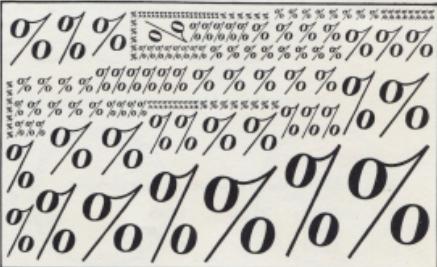
6 Geneva Crosses



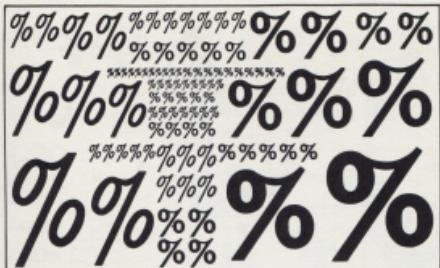
40 Cheltenham Bold Percent Marks, em and en set



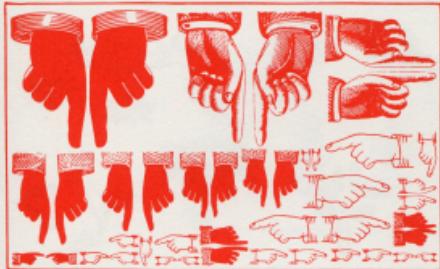
7 Business Reply Logotypes



41 New Caslon Percent Marks, wide and narrow



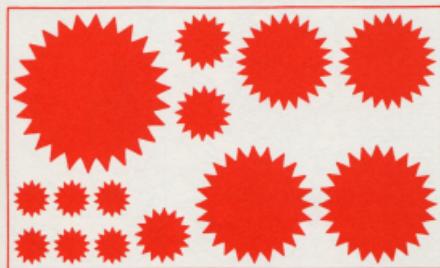
42 Gothic Percent Marks, wide and narrow



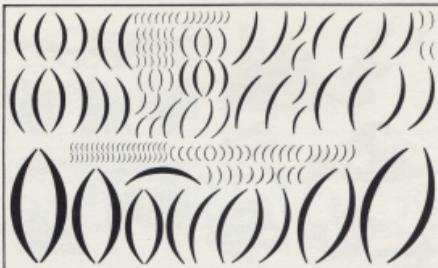
43 Fists



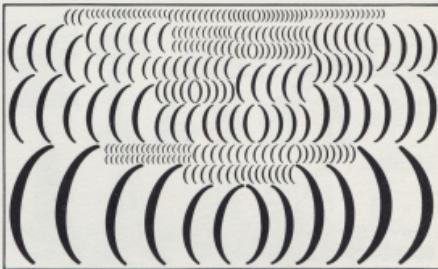
44 Medical Signs



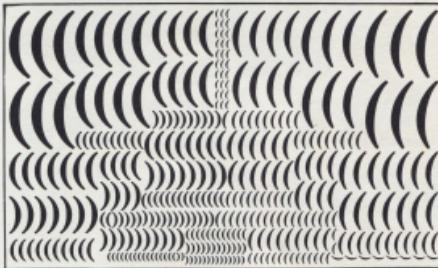
45 Slocum Seals



46 Parentheses for light thick-and-thin types



47 Parentheses for bold thick-and-thin types



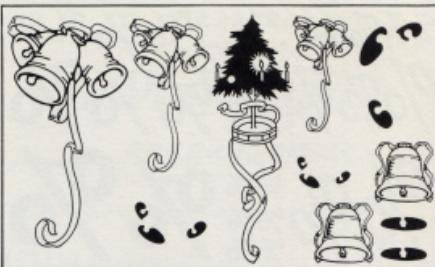
48 Parentheses for light types of medium contrast



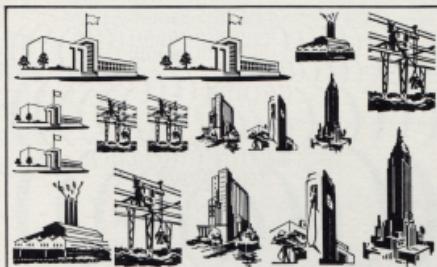
52 Transportation Typecuts



53 Transportation Typecuts



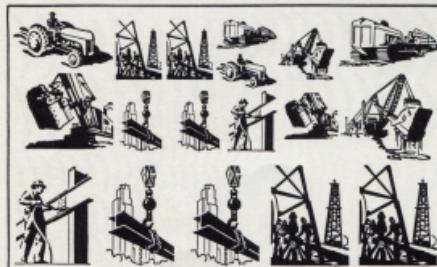
60 Christmas Bells, one- and two-color



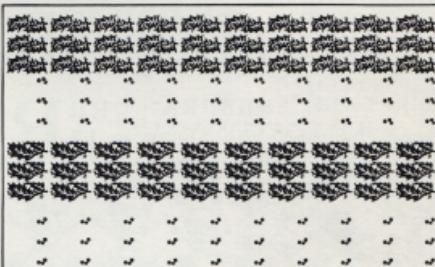
54 Industrial Typecuts



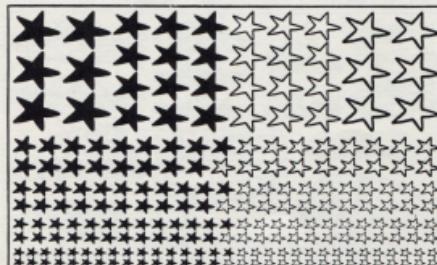
61 Poinsettias, two-color



55 Industrial Typecuts



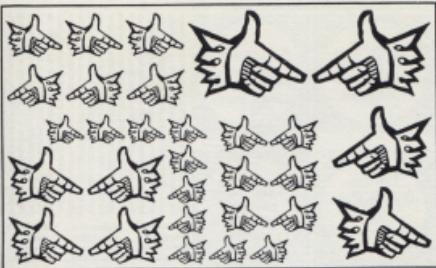
63 Holly Border, two-color



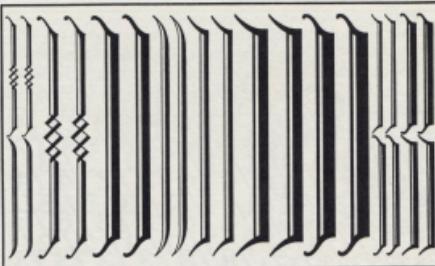
59 Modernistic Stars



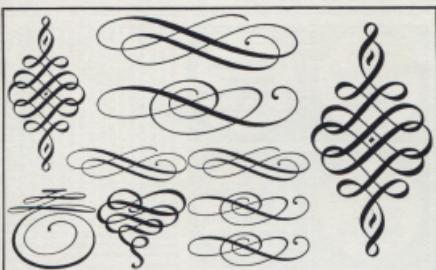
69 Bradley Decorators



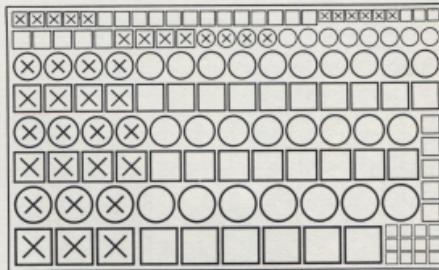
70 Chapbook Pointers



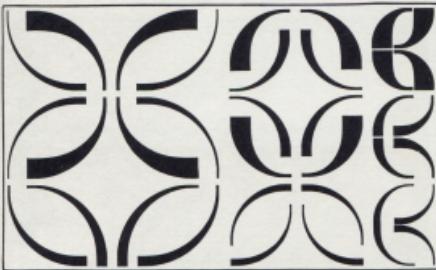
76 Advertising Brackets



73 Civilite Ornaments



79 Ballot Signs



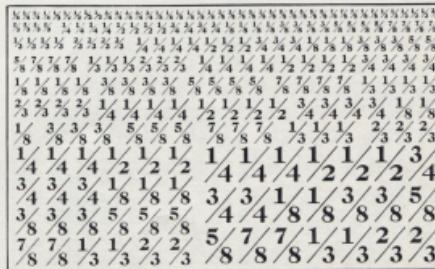
74 Tapered Corners



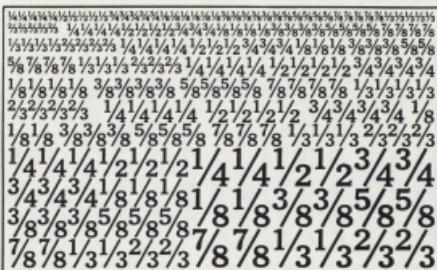
80 Republican and Democratic Party Emblems



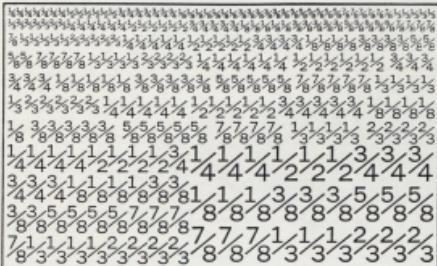
75 Lightning Flashes



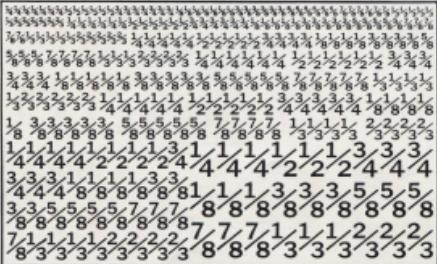
84 New Caslon Fractions, wide



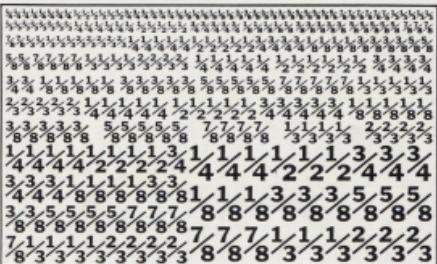
86 Cheltenham Bold Fractions



**88** New Gothic Fractions, light

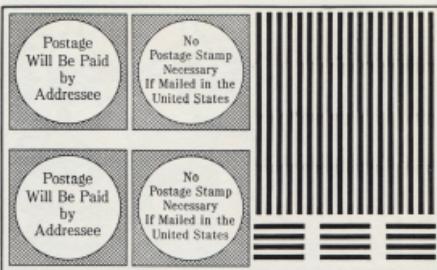


**90** New Gothic Fractions, medium

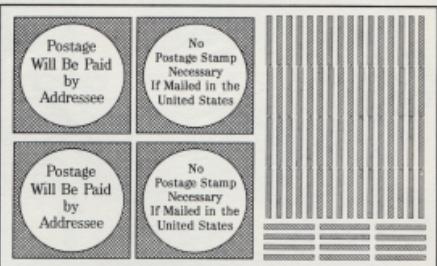


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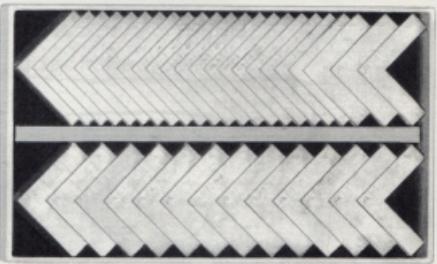
**92** New Gothic Fractions, heavy



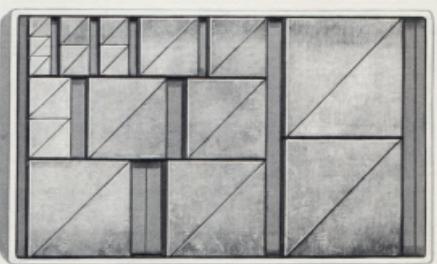
97 Business Reply Logotypes



**97B Business Reply Logotypes, Shaded**



### 103 Corner Quads



## 104 Angular Quads



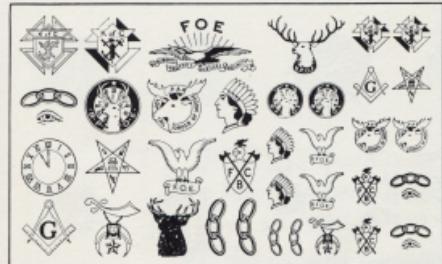
107 Orphic Spots



112 Masonic Emblems



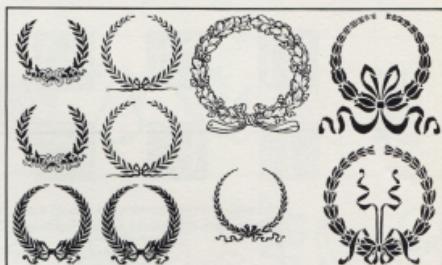
113 Masonic Emblems



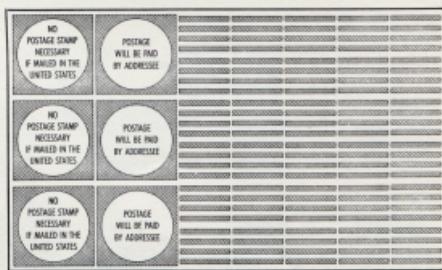
114 Fraternal Emblems



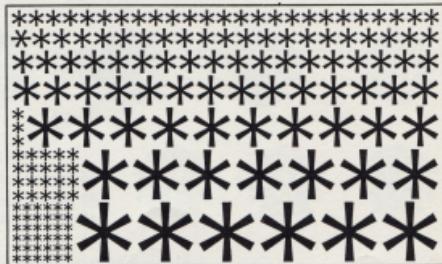
115 Fraternal Emblems



116 Decorative Wreaths



119 Business Reply Logotypes, 48 Point, Shaded



120 Modern Asterisks

## Cloister Initials



72 point



60 point



48 point



36 point



Sold only in fonts containing one of each letter. 48, 60 and 72 pt. made in one color only.  
Fonts contain tint blocks for background color.

Prices per font: 36 pt. one color \$5.20  
36 pt. tint letter \$5.20

48 pt. one color \$ 7.40  
60 pt. one color \$14.35  
72 pt. one color \$21.90

## Stationers Initials



Prices per font:

24 pt. one color or tint \$3.60  
36 pt. one color or tint \$5.20  
48 pt. one color or tint \$7.40

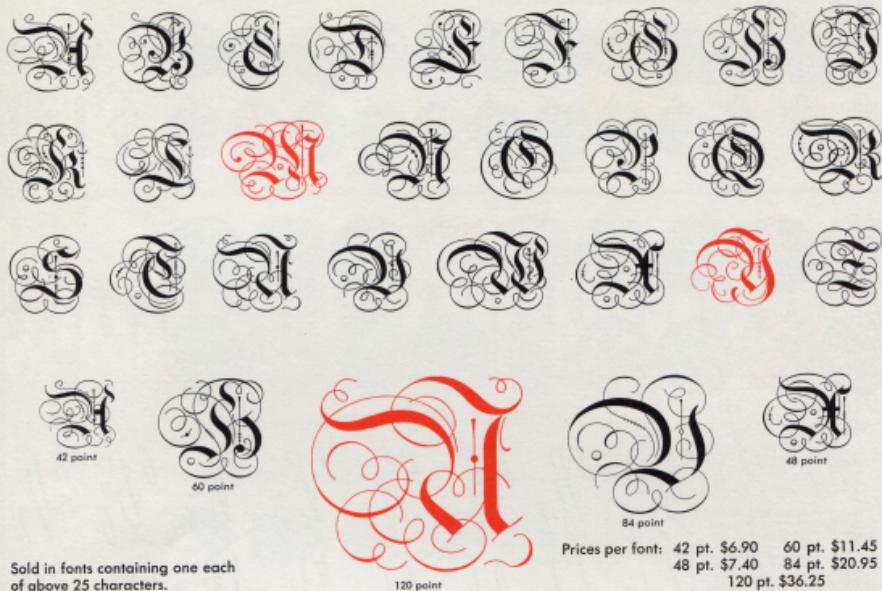
24 point

48 point

36 point



## Dutch Initials

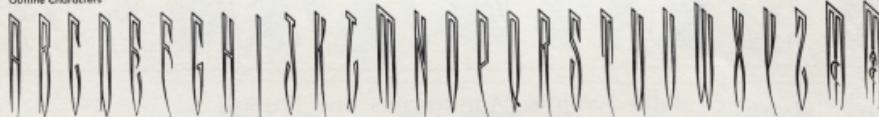


Sold in fonts containing one each  
of above 25 characters.

Prices per font:	42 pt.	\$6.90	60 pt.	\$11.45
	48 pt.	\$7.40	84 pt.	\$20.95
			120 pt.	\$36.25

## Hollywood Combination Initials

### Outline Characters



### Tint Characters

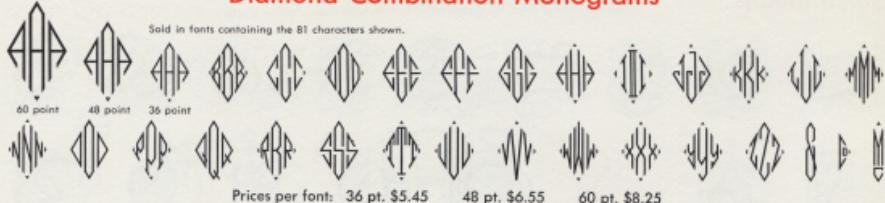


Fonts contain three characters of every letter in the alphabet and on *Mc* and *Mac*. The *some* character is cast in three different positions on the type body. With the exception of *M*, *W*, *Mc*, and *Mac* (cast 12 point set), all characters are cast 8 point set and require no justification. The *M*, *W*, *Mc* and *Mac*, when used with 8 point set characters, require slight justification in order to give the desired slope. Sold in complete fonts of outline or tint characters as described.

Prices per font:      Outline \$12.25  
                            Tint . . . \$12.25



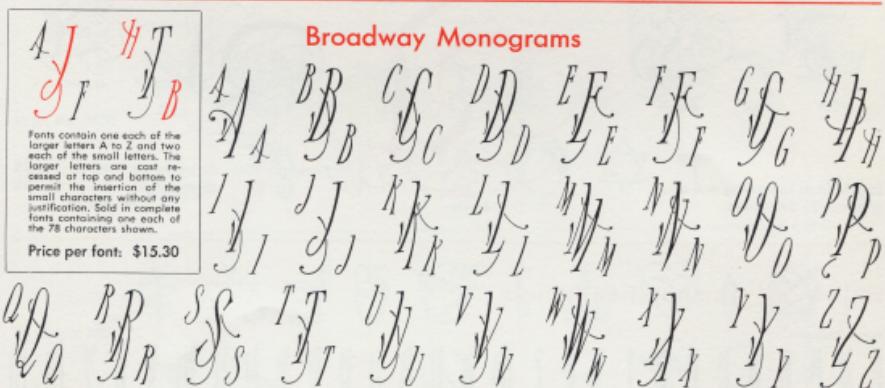
## Diamond Combination Monograms



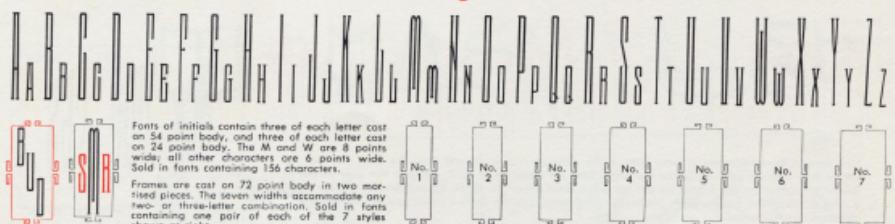
## Elite Monograms



## Broadway Monograms



## Fifth Avenue Monograms and Frames



28    Prices per font:    Monograms \$10.20

Frames \$6.60

No. 1

No. 2

No. 3

No. 4

No. 5

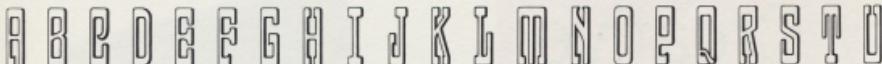
No. 6

No. 7

## Newport Monograms

Sold in fonts containing three each of the one-color or tint characters shown.

Cast on 36 point body, 12 point set, except the I (9 point) and M and W (18 point). All cast to register for two color printing.



Outline Characters



Tint Characters

Price per font: 36 pt. outline or tint \$5.45

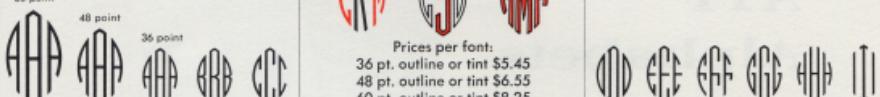


60 point

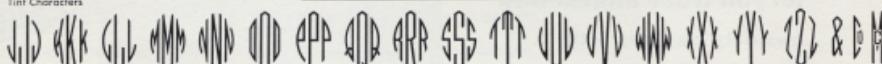


Outline Characters

60 point



Tint Characters



## Virkotype Combination Monograms

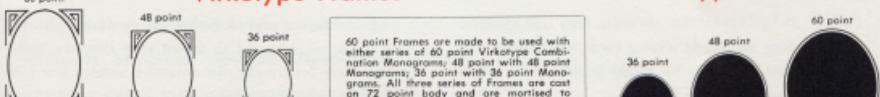
Sold in fonts containing the entire B1 outline or tint characters shown.



Prices per font:

36 pt. outline or tint \$5.45  
48 pt. outline or tint \$6.55  
60 pt. outline or tint \$8.25

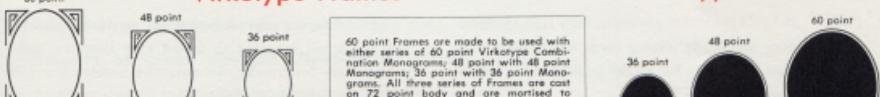
60 point



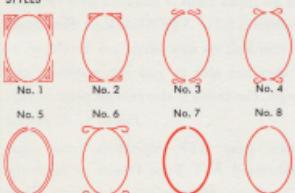
## Virkotype Frames

## Virkotype Tint Blocks

60 point Frames are made to be used with either series of 60 point Virkotype Combination Monograms; 48 point with 48 point Monograms; 36 point with 36 point Monograms. These series of frames are cast on 72 point body and are mortised to accommodate any three-letter combination. Sold in sets of eight styles as shown.

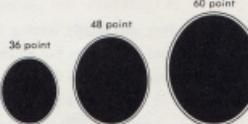


STYLES



Prices per font of Frames:

36 pt. \$9.75; 48 pt. \$10.20; 60 pt. \$10.45



STYLES AND USES



60 point Tint Blocks are made to be used with 60 point Virkotype Combination Monograms; 48 point Tint Blocks with 48 point Monograms; 36 point Tint Blocks with 36 point Monograms. All three sizes of Tint Block are available in the four styles shown for two-, three-, four-, or five-letter monograms.

Prices per font of Tint Blocks:

36 pt. \$2.50; 48 pt. \$3.10; 60 pt. \$4.00

# Creative Help

for layout artists  
and type  
specifiers

## ATF Alphabets

let you trace characters  
exactly as they will  
appear when set in type

**ATF Alphabets** are more than type specimen sheets — they are sturdy tracing cards which show complete alphabet characters for all the popular ATF display types, in sizes from 12 to 72 point.

About 75 of the most popular type faces are included in a set — more than 125 cards per box. They permit the layout artist to present display lines exactly as they will appear in type, and are a guide to the type specifier in determining sizes of type and proper spacing and leading.

Each card shows complete upper and lower case alphabets, including figures and punctuation marks. The position of the characters on the body of the type is shown, to help determine proper spacing between lines. Lower case alphabet lengths and character counts per pica are given for all sizes up to 36 point.



The cards are printed both sides on durable bristol, and are round cornered to permit easy insertion under layout tissue for tracing. An attractive wooden box with hinged top holds the complete set.

All cards are numbered, to help you keep them in proper order; and an Index Card is included with each set.

When you purchase a set of ATF Alphabets, your name and address are recorded. As new cards are developed to show new faces, they are sent to you automatically and without extra charge. The Index is also revised periodically.

*Price: \$7.50 per set*



Order your ATF Alphabets from your Authorized ATF Type Dealer or from the Advertising Department, American Type Founders, 200 Elmora Ave., Elizabeth, N. J.

# ATF Adcuts and Logotypes

Print Better—Last Longer—Cost Less—*Than Electros*

Company or personal signatures, trade-marks, emblems, symbols, designs can be cast in type in hard, long-wearing, foundry type metal. These are ADCUTS. Combinations of letters, points or figures can be set up in any ATF type and cast on single-piece bodies. These are LOGOTYPES. They may be firm names and addresses, heads on office or factory forms, imprints, envelope corner cards. They prevent errors on repeated use, reduce costs of composition and assure uniformity.

ADCUTS and LOGOTYPES can be cast in any desired number, and additional castings made any

time from the same matrices, at *less than the cost of electrolytes*. They print sharp and clean. The finest of lines are free from undercutting; counters are deep. They need no shoulder for tacking; can be trimmed flush with the design to exact point sizes that line up with type. They are the only practical means of dropping snugly into the body text company or product names in their characteristic styles.

Send your ATF type dealer a sketch and your specifications for a particular job and let him submit quotation and complete information.

American Type Founders



200 ELMORA AVENUE, ELIZABETH, NEW JERSEY

*Remington*



TRADE-MARK REG'D

THE SHERWIN-WILLIAMS CO.



JOHN SMITH PRESS, PROVIDENCE, R. I.



HAMMERMILL BOND

ADDRESS



SHAW-WALKER

THE STANLEY WORKS

CREDIT LIMIT

*The Rexall Store*



SPOTWOOD SPEC. CO-LES ET





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